

Quincy Broadcasting Company, which operates WGEM AM FM and TV in Quincy Illinois, has a distinguished record of service to the local community and region.

WGEM TV provides almost twenty-four (24) hours of locally produced news programming each week. WGEM AM AND FM presents close to forty (40) of local news each week.

WGEM maintains news bureaus and studios in three communities in the viewing/listening area along the main news operation in the city of license. These bureaus distribute vital public safety, economic, social and cultural information of interest to the entire region.

WGEM News programs are readily available in text form, live streaming or video/audio on demand on the station's website.

WGEM TV and WGEM Radio each produce one (1) hour weekly public affairs programs addressing the problems and needs of the Tri-State region of West Central Illinois, Southeast Iowa and Northeast Missouri.

WGEM TV and Radio are the primary EAS stations for the region and have a substantial investment in the latest weather and emergency broadcasting technology. This facility has been put to the test in natural disasters and emergencies in the area. On May 10, 2003, WGEM TV and Radio suspended normal operations (including prime time network programming) to present continuous live information in the wake of two devastating tornados. In 1993, the station suspended normal programming commercial operations for close to six hundred (600) hours to provide around the clock information during Midwestern flooding that year.

During 2004, WGEM TV will devote close to sixty (60) hours of free time to political candidates in local, state and federal elections. WGEM Radio will commit over one-hundred (100) hours of free time. This is in the form of candidate-centered discourse, news stories, candidate profiles, long-form interviews, programs and station sponsored live and recorded debates. In addition, an area voters guide was maintained on the station's website.

Station management not only maintains contact with community leaders regarding its programming and local practices, but takes a leadership role in community organizations in the area of social services, mental health, crime prevention, schools and colleges, and arts organizations. Senior management has also taken leadership positions in regional economic development activities.

Coverage of events in the communities of the coverage area is of paramount importance to the news presentation. As a small market broadcast operation, coverage of community events, fund raising activities and day-to-day news makes up the bulk of story content in WGEM News programs.

The station assists annually with direct support to area non-profits and social services agency as well as fund raising assistance for the local Salvation Army, the Arthritis Foundation, March of Dimes, Crimestoppers, United Way and dozens of other community organizations. In 2003, WGEM contributed over \$3.6 million dollars in direct or in-kind contributions to area charities. In addition, the station supported tornado disaster relief efforts that raised \$25,000. The station regularly pre-empts network programming on both TV and radio for programs of local interest including local news event coverage, local sports play-by-play, community forums and fund raising telethons.

WGEM commitment to local broadcasting has earned honors from number of organizations including the Sigma Delta Chi Award for Public Service in Journalism from the Society of Professional Journalists, the Scripps-Howard Foundation for Public Service in Journalism, the National Headliner Award for Public Service, the Illinois Crimestopper's Association, the Missouri State Teacher's Association, the Illinois State Police, the City of Quincy, the Missouri Department of Social Services, and recognition for outstanding public service from the Missouri and Illinois Broadcasters Associations.

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